



Plunkett Community Shop Network

A community shop membership scheme



Plunkett Community Shop Network:

An Invitation to Join Us

The Plunkett Community Shop Network is a membership scheme for community shops and provides the first opportunity for community-owned shops to formally join together to achieve **greater recognition and voice** as a sector. It allows community shops to **collaborate in the market place and reduce running costs**. It provides the platform to achieve **strategic input into the services that Plunkett provides** for community shops. And it enables shops **greater access to information and advice**.

On joining the scheme, shops will be given a benefits package that will provide **exclusive access to a wide range of goods and services at preferential terms and rates**, enabling participating shops to save valuable time and money. It is estimated that the average community shop will generate savings in the region of £2,000 in the first year alone. The current package of tailored goods and services includes exclusive deals for:

- Electricity
- Insurance
- Card Processing Services
- Phone and Internet Provision
- Fixtures and fittings
- Advisory support
- Membership to the Plunkett Foundation

Following the initial membership launch, the benefits package will continue to expand to meet the needs of community shops, and we will continue to work with community shops to identify those needs.

Why should our community shop join?

The Plunkett Community Shop Network has been developed to meet the needs of both community shops in the process of setting up, and the ongoing needs of established shops.

Membership will offer access to services and information over and above what is currently available through the Plunkett Foundation and elsewhere, and will specifically enable your community shop to:

- generate savings and reduce running costs
- access additional information and support
- become part of a recognised movement of community shops
- help ensure that advice and support is available to other communities who wish to establish community shops

Accountability of the Plunkett Community Shop Network

The Plunkett Community Shop Network has been designed and developed by a steering group consisting of seven community shops and two members of staff from the Foundation. The Steering Group will continue to provide governance for the scheme, seek member feedback on the current and future benefits, and monitor its financial status. The Steering Group will also have a role in shaping the wider activity and services that the Plunkett Foundation offers to community shops, helping the Plunkett Foundation to be truly representative of its members needs and interests.

Appointments to the Steering Group will be made annually via self nomination and voting. All meetings will be announced to members and opportunities provided to add input, ideas and requests.

How much does it cost to join?

Fees have been set at £240 per year or £20 per month. The scheme will also generate residual income from the suppliers of energy, card services, insurance, and telecoms. The combined income will be ring fenced to cover administration costs incurred by the Plunkett Foundation in managing the Plunkett Community Shop Network, and will contribute to community shop advisory costs. This will be monitored and the results published by the Steering Group and made available to members.

Membership will be continuous, or can be cancelled with two months' notice after the first 12 months. On cessation of membership, shops will return to less competitive terms with recommended suppliers.

The Benefits

Electricity:

Electricity is one of the largest overheads for community shops, given their reliance on chillers, freezers, lighting, air conditioning and electronic cash registers, to name but a few. A typical community shop purchases between 10,000 kWh of electricity units each quarter and pays anything between 9.5p and 19p per unit. Together with daily standing charges and climate levy charges, the average community shop's electricity bill is in the region of £500 per month.

Joining the Plunkett Community Shop Network will give members exclusive access to the **Co-operative Group's** Energy Procurement and Management Bureau Service: the largest green energy buyers in the UK, giving them access to low cost electricity from a reliable, ethical and trusted supplier.

Key features:

- **Fixed prices for a 12 month period**
- **A market leading price per unit, with typical savings in the region of £1000pa per shop**
- **Cost neutral 'Green' renewable energy**
- **Full invoice checking from supplier**

Telecoms:

The Phone Co-op has been providing phone and broadband services for over 12 years, and is an ethical and environmentally responsible supplier of telephone calls, broadband and line rental. It is owned by its customers, meaning customers and their values are always put first. Profits are even shared with customers in the form of a dividend.

Key features:

Members of the Plunkett Community Shop Network can access better rates from the Phone Co-op standard tariffs with a tailored line rental and broadband package that will provide members with access to typical savings of 40%.

For £31.50 (plus call costs):

- **Line rental x 2 (one for calls, one for broadband and PDQ machines)**
- **Broadband**
- **Calls – Diamond Tariff**

The Phone Co-op also operates a **Social Enterprise Start-up and Expansion Fund** that offers up to £250 to any new or expanding social enterprise, which any member of the Plunkett Community Shop Network would qualify for if they are starting up or going through significant expansion. The £250 is given in the form of a credit against their telecoms services provided by The Phone Co-op.

As a member of the Plunkett Community Shop Network you also have the opportunity to generate an additional income for your store by signing up to an Affinity Scheme. This works by promoting The Phone Co-op's residential services in your store and earning a revenue share on any customers that sign up as a result.

Card Payment Service:

More and more people are using credit and debit cards for their everyday shopping. The demise of cheques will make it even more important for any retailer to accept chip & pin credit and debit cards.

60% of community shops already take card payments through chip & pin; some cleverly encourage their supporters to use their cards to put a credit balance 'on the slate'. This means the shop has working capital and customers can pop in without wallet or purse for their day-to-day shopping. Accepting card payments makes even more sense if your community doesn't have an ATM cash machine nearby. With a debit card, your customers don't need cash at all.

Ethecol Merchant Services CIC has been selected as a preferred provider of card services to members of the Plunkett Community Shop Network. Ethecol offers a competitive price and, as a social enterprise themselves, share many of our values and ideals.

Key features:

- **No sign up fee**
- **No minimum monthly transaction fee**
- **16p debit card transactions fee**
- **1.3% credit card transaction fees**
- **£18.99pm terminal rental**

Insurance:

Insuring your premises, contents and stock, and ensuring you have the right cover for a community owned legal structure - which has voluntary board members, up to 90 volunteers working within the shop, and premises such as portacabins or a church vestry - can be a minefield, and often expensive.

NFRN Mutual (National Federation of Retail Newsagents) has been in operation for over 10 years, and currently protects 3,500 shops of varying descriptions across the UK. As a mutual, it has no external shareholders or investors and exists only to provide benefits for its members. The Mutual has worked with the Plunkett Foundation to develop a bespoke and tailored package which meets the requirements of community owned shops and those involved in running them. The package includes building cover, contents, and other more bespoke aspects that can be tailored further to suit individual needs.

Key features:

- **Bespoke, as a result of knowledge of the community shop sector**
- **Tailored, meaning you only pay for what you really need**
- **Cheaper, as a result of risk being calculated and shared with other similar sized retailers**

There is also an option for the premium to be spread across the year through weekly payments (at no extra cost) through either of the two current news wholesalers: Smiths News or Menzies. Premiums start from as little as £5.27 per week.

Additional Benefits

Membership of the Plunkett Community Shop Network will provide community shops with a wide range of additional exclusive benefits from:

Suppliers of Shop Fixtures, Fittings and Refrigeration

Shop Smart – Shop Equipment including shelving and refrigeration - Best Price already offered

Shop Equip – Shop Equipment including shelving and refrigeration - Range of discounts offered

Gadsby Basketware – Baskets and Retail Stands - 5% off all purchases

The Wine Box Company – Hamper equipment and Retail Stands - 5% off all purchases

Mactra Shop Equipment and Fittings Ltd – Shop Design and Equipment - Best Price already offered

John Ellis Shop Equipment Ltd – Shop Equipment - Best Price already offered

Eastwood Ltd – Shop Design and Equipment - Best Price already offered

Stagecraft Display Limited – Specialist Farm Shop Equipment including shop design, shelving and counters - Best Price already offered

Other Suppliers

James White Drinks – Introductory rate and free delivery on orders

Canby Jute Bags – 5% off individual orders, and up to 60% off group orders

Rural Shops Online – 10% off template and bespoke websites for community shops

Plunkett Foundation Benefits

Membership to the Plunkett Foundation

A discounted set of printed Advice Sheets

Annual adviser visit and health check

Discounted attendance at Plunkett events

Access to branded Point of Sale material

Branded membership material

Recommended third party consultants

Free upgraded Model Rules for existing users of Plunkett/ViRSA IPS Bencom Rules

For further information about the full range of benefits available through the Plunkett Community Shop Network, please visit www.plunkett.uk.net

The Plunkett Foundation

Founded in 1919, the Plunkett Foundation has over 90 years' experience supporting rural communities. Since 2005 it has been the **only national organisation to offer dedicated support to community-owned shops across the country**. With a dedicated team offering support and advice, as well as a network of advisers, specialist consultants and mentors spanning every region, Plunkett Foundation has expanded its range of services to support the growth of the sector, helping it to become the success story of the social enterprise sector it is today.

At the beginning of 2011 there were **251 community shops trading in the UK**. It is anticipated that the sector will continue to grow at a rate of between 20 and 40 per year. With a combined turnover of £33million in 2010, there has never been a better time for community shops to **take advantage of this growth together** through the Plunkett Community Shop Network.

The logo for Plunkett Foundation, featuring the word "plunkett" in a bold, white, lowercase sans-serif font above the word "foundation" in a smaller, white, lowercase sans-serif font, both set against a dark green rounded rectangular background.

plunkett
foundation

Plunkett Foundation Limited

The Quadrangle
Woodstock
Oxfordshire OX20 1LH

Tel: 01993 810730 Fax: 01993 810849 info@plunkett.co.uk www.plunkett.co.uk

Registered in England No 213235 Registered Charity No 313743